

**SYSTEM, APPARATUS AND METHOD
FOR PERSONALISING WEB CONTENT**

Abstract of the Disclosure

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Previous systems and methods for personalising web content presented to a user has been achieved in a decentralised manner by storing personal data relating to the user repeatedly by different content providing servers. Consequently, the consistency of the data stored can be inconsistent and, in 10 some cases, incomplete. Additionally, the user does not have any control over the dissemination of the content. The present invention provides a system, apparatus and method whereby web related data is modified in communications between user equipment units and content providing servers. The modification to the web related data is carried out by a proxy server (20) having access to 15 centrally stored personal data in a data store (22). Consequently, data provided to content providing servers is consistent, complete and the information provided by the content providing servers to the user has a higher degree of relevance to the user.

20 **(Figure 2)**

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